

FloodSmart



NFIP Marketing Program Update

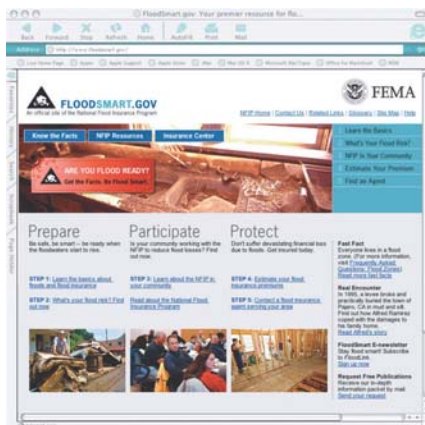
Special Co-Op Edition 2004

Back By Popular Demand:

The NFIP Agent Co-Op Program

The 2004/2005 Co-Op program offers agents, WYO companies, and insurance associations branded ads and direct mail materials to assist them in gaining new customers.

The materials will be available **October 1** through a special link on FloodSmart.gov.



A Strong Tie-in to the Overall Campaign

Agents can take advantage of the awareness being built by FloodSmart advertising and mail, because the Co-Op Program's newspaper and magazine ads have been pre-produced, with the national branding in place. Radio commercials and scripts will also be available, along with customizable direct mail letters.

Local Ads at a Fraction of the Cost

FloodSmart will pick up 10% to 75% of the costs of placement, through a new streamlined pre-approval and reimbursement process.

The Co-Op Program In Brief

- Produced Newspaper Creative
- Produced Magazine Creative
- Radio Scripts and Pre-recorded Radio Commercials
- Direct Mail Letters (NEW)
- No Approvals Needed For Creative (NEW)
- Simple Reimbursement Process (NEW)
- Additional Funds for Completing Training (NEW)

Be Flood Smart & Save 25% More


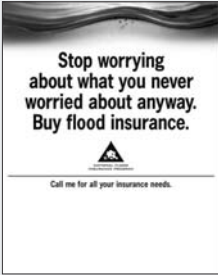

Agents can receive an additional 25% reimbursement for co-op advertising if they've taken a flood insurance training course sometime within the past year. The additional money is provided if the reimbursement paperwork is accompanied by a training certificate showing state approved, CE credits in flood insurance, or completion of the online training at <http://training.nfipstat.com> or www.fema.gov/nfip/trainagt.shtm.

Creative Options

The NFIP Co-Op Program has a tiered reimbursement structure that provides a spectrum of Flood advertising options.

1. **High Flood Messaging (Flood Only): 50% reimbursement** — This creative primarily focuses on flooding and directs consumers to contact the flood expert in their area. Template options include newspaper, magazine, radio, and Yellow Pages.
2. **Medium Flood Messaging (Flood and Additional Insurance Lines): 25% reimbursement** — This creative promotes flood awareness, but allows agents the opportunity to highlight other lines of business. Template options include newspaper and Yellow Pages ads.
3. **Low Flood Messaging (Flood Secondary): 10% reimbursement** — With this option, you create your own newspaper ad almost in its entirety, but tagged with a flood message provided by the NFIP. The flood insurance message is secondary to the main advertising message in the ad.

Don't forget agents earn an additional 25% reimbursement as a FloodSmart Agent.

←		→
<h2>HIGH FLOOD MESSAGING</h2> <p>Reimbursement Options</p> <p>50% Co-Op Reimbursement</p> <p>25% FloodSmart Trained</p> <hr/> <p>75% BACK</p> 	<h2>MEDIUM FLOOD MESSAGING</h2> <p>Reimbursement Options</p> <p>25% Co-Op Reimbursement</p> <p>25% FloodSmart Trained</p> <hr/> <p>50% BACK</p> 	<h2>LOW FLOOD MESSAGING</h2> <p>Reimbursement Options</p> <p>10% Co-Op Reimbursement</p> <p>25% FloodSmart Trained</p> <hr/> <p>35% BACK</p> 

Reward Your Agents

We have incentives for WYOs and insurance associations too.

Another way to trim expenses is through a grouped program. A WYO company (not an individual agent or single agency) can list multiple agents in one newspaper ad and receive a 50% reduction in costs. Even better, the NFIP's ad agency will create an ad to promote your agents, place the ad, and make the process hassle-free.

Sign Up for the Newsletter

If you aren't already receiving this newsletter directly, and you'd like to be added to the mailing list, let FloodSmart know! E-mail FloodSmart@ogilvypr.com and request to be part of the FloodSmart Program Update distribution. Include your name, company and e-mail address.



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